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Planning

## **Student Engagement Platform**

Liverpool John Moores University

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-012192

Procurement identifier (OCID): ocds-h6vhtk-04fb2b

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### **Scope**

### **Reference**

RFI 2508

### **Description**

LJMU has had an app platform for our offer holders in place since 2018 allowing applicants to engage with each other and staff. This has become a key platform for conversion of offer holders to enrolled students and increases the sense of community for the prospective students, who begin to feel part of LJMU at a very early stage.

The international recruitment team initiated the use of our current platform but home prospective students were invited to join the platform in 2019/20, and this has continued since then.

The current platform is integrated with our CRM (Microsoft Dynamics), but the only student information shared is ID numbers. The integration is vital to ensure LJMU can utilise the information in the applicant communications journey, encouraging use of the platform and monitoring offer holder engagement.

LJMU wish gauge what companies can provide a prospective student engagement platform (must be in production and not in development), utilising the latest technologies, new ideas and a secure environment for prospective students. Technology is developing at an ever-increasing rate and applicant expectations are similar, therefore embracing this is important

### **Contract dates (estimated)**

- 1 April 2026 to 30 March 2030
- 3 years, 11 months, 30 days

### **Main procurement category**

Services

### **CPV classifications**

- 72000000 - IT services: consulting, software development, Internet and support

### **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London

- UKJ - South East (England)
  - UKK - South West (England)
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## **Engagement**

### **Engagement deadline**

15 April 2025

### **Engagement process description**

This is a market research exercise , we wish to understand the market for this requirement.

Please note the dates in this notice are not applicable, we have added them as cannot place a notice without this information

Please register on In-tend and obtain the RF documentation

<https://in-tendhost.co.uk/ljmu/asp/Home>

Please do not email the Buyer

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

## **Contracting authority**

### **Liverpool John Moores University**

- UK Register of Learning Providers (UKPRN number): 10003957
- Public Procurement Organisation Number: PVBW-3417-ZCNN

Exchange Station

Liverpool

L2 2QP

United Kingdom

Email: [PurchaseOrderQueries@ljmu.ac.uk](mailto:PurchaseOrderQueries@ljmu.ac.uk)

Website: <http://www.ljmu.ac.uk>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government